

NEWS

FOR IMMEDIATE RELEASE

Date

Agency Name

Contact person's name and title

Contact person's phone and e-mail

Title of Release (should be written in present tense)

TOPEKA, Kan. – The lead should only be two or three sentences that cover much of the basic who, what, when, where, why and how.

Give more detail in the body of the release. Releases should be written in inverted pyramid style with the most important information at the beginning and working down to the less important information.

Releases should include at least one quote. This is often a quote from the agency Secretary. It's also good to include a quote from someone closely connected to the project. This can be an agency manager or even a citizen who has used the service.

If your release is more than two pages, write MORE in capital letters centered at the bottom of the first page. This tells the media they should have an additional page.

-MORE-

It's helpful to end your release with a short statement (boilerplate) about your agency and any other groups involved in the project. Below is our standard boilerplate.

About accessKansas

accessKansas is the official Web site of the state of Kansas (www.accesskansas.org) and a service of the Information Network of Kansas, the agency providing electronic solutions for the state. Kansas Information Consortium, a wholly owned subsidiary of eGovernment firm NIC, Inc. (Nasdaq: EGOV), is the network manager for accessKansas.

About NIC

NIC manages more eGovernment services than any provider in the world. The company helps government communicate more effectively with citizens and businesses by putting essential

services online. NIC provides eGovernment solutions for 1,400 state and local agencies that serve more than 71 million people in the United States. Additional information is available at www.nicusa.com.

At the end of your release type END or ### in the center to let the media know this is the end of the release.

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